

REPT4D
89/12/12

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :431-HELSINKI

013-CONSUMER PRODUCTS & SERVICES
FINLAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

LEISURE PROD. TOOLS HARDWARE

INSTORE PROMOTION. CDN SPORTING GOODS USING LOCAL ATHLETES
GREATER EXPOSURE. INCREASED SALES BY 5%.

ANNUAL DISPLAY OF SPRING GDS & RCPTN FR MAJOR DISTRIB.
MAINTAIN MARKET SHARE IN HOCKEY EQUIPMENT AND DEVELOP

EXPLORE VIABILITY OF NEW PRODUCTS ON FINNISH MARKET
DIVERSIFY FROM HOCKEY EQUIP. BENEFIT FROM GOOD PERCEPTION

NEW MKT.
OF CDN LABEL BY CONSUMERS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Follow up with Finnish importers who had
attended Ispo 89 and visited the Canadian stand.

New contacts established for support and
development.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----